

> **Press release**

Coloplast wins prestigious design award

Coloplast female catheter - SpeediCath Compact Eve - has been awarded with the Red Dot Award; a consumer award that focuses on the user experience and aesthetics of products.

Since 1954, the Red Dot Award has been a global benchmark for design and innovation focusing on the user experience and aesthetics of a wide range of consumer products. This year, a jury consisting of design experts from all over the world assessed 4,928 entries from 1,994 participants from 56 countries.

Coloplast entry of 2015, the female compact catheter SpeediCath Compact Eve, has been measured successfully against innovative design across various industries and awarded a Red Dot Award as one of the globally most outstanding designs in 2015.

SpeediCath Compact Eve, which Coloplast launched in 2014 and has since been launched in several countries across Europe, is a discreet female catheter that combines function with an aesthetic design inspired by female lifestyle products such as cosmetics.

Successful integration of design and function

“We are very proud and pleased to have won a Red Dot Award. We see it as a general acknowledgement of our Design DNA and specifically of the way we have succeeded in integrating design and function into a catheter that help defeats stigma in women’s everyday life”, says Oliver Johansen, Senior Vice President in Coloplast Global R&D.

“For us it is about creating solutions and products that has real value for real people.”, Oliver Johansen goes on. “Design, feel and look are embedded from the very beginning when we develop new products. That allows us to create a clear and recognisable Coloplast experience with each of our products. And the recognition we get from the users of our products and from awards like Red Dot tells us that we are doing something right.”

On 29 June 2015, Marc Brøndum, Head of Design and the design team behind SpeediCath Compact Eve are going to Essen to receive the award at the Red Dot Gala.

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